Listing of Claims

This listing replaces all previous listings and versions of the claims in this application.

Claims

1. (Currently amended) A method for enhancing a television broadcast program comprising:

(a) receiving a signal, the signal comprising a ~~the~~ television broadcast program and a television broadcast advertisement for display during a break in the television broadcast program;

(b) receiving replacement advertising data from a first memory storage, the advertising data comprising an executable instruction set for rendering an animated video replacement advertising segment by a client processor;

(c) rendering on the client processor the animated video replacement advertising segment by executing the executable instruction set;

(d) blocking the display of [[a]] the television broadcast advertisement, such that the television broadcast advertisement is not displayed;

(e) displaying the animated video replacement advertising segment instead of the television broadcast advertisement on a television display;

(f) determining whether the television broadcast program has resumed after end of the television broadcast advertisement, determining whether the replacement advertising segment has ended, and if the replacement advertising segment has not ended, storing the resumed television broadcast program on a storage device from a beginning point, and displaying the resumed broadcast program from the beginning point; and,

(g) displaying the resumed television broadcast program after completion of the animated video replacement advertising segment.

2. (Original) The method of claim 1, further comprising selecting the replacement advertising segment based on a viewer profile.

3. (Original) The method of claim 2, further comprising developing a viewer profile based on past interaction with the replacement advertising segment.

4. (Original) The method of claim 2 further comprising creating the viewer profile based on a set of preferences selected by the viewer.

5. (Original) The method of claim 2, further comprising displaying an on-screen query of optional modifications to the replacement advertising segment, and rendering the modifications to the replacement advertising segment in response to the modifications selected by the viewer.

6. (Original) The method of claim 5 further comprising storing the selected modifications and for subsequent receipt of the same replacement advertising segment, rendering the segment with the previously selected modifications.

7. (Original) The method of claim 5 wherein said modifications comprise color, component in displayed objects, viewing perspective, zoom, play-back speed, background audio sound track, and special effects.

8. (Original) The method of claim 5 wherein said modifications are accompanied by computer-generated special effects.

9. (Canceled).

10. (Original) The method of claim 2, further comprising providing a plurality of audio accompaniments to the advertising segment, and selecting the audio accompaniment based either on the viewer profile or on the music used most by the viewer on their set-top box or personnel music catalog on a storage device external to the set-top box.

11. (Currently amended) A method for enhancing a television broadcast program comprising:

(a) receiving programming data representing synchronization data for a plurality of sequential program segments in a television broadcast program;

(b) receiving information related to a plurality of replacement program segments;

(c) selecting a desired replacement segment;

(d) synchronizing the replacement segment with one of said plurality of television broadcast segments;

(e) receiving executable instruction sets for generating the selected replacement segments, and rendering on a local processor the selected replacement segment by executing the executable instructions sets

(f) blocking the display of the television broadcast segment; ~~and~~

(g) displaying the selected replacement segment on a television display in place of the synchronized television broadcast segment; and

(h) determining whether a next sequential program segment in the television broadcast program has commenced after end of the blocked television broadcast segment, determining whether the selected replacement segment has ended, and if the selected replacement segment has not ended, storing the next sequential program segment on a storage device from a beginning point, and displaying the next sequential segment from the beginning point after the selected replacement segment has ended.

12. (Original) The method of claim 11, further comprising selecting the desired replacement segments based on a viewer profile.

13. (Original) The method of claim 12, further comprising developing the viewer profile based on past selections of replacement segments.

14. (Original) The method of claim 12 further comprising developing the viewer profile based on a set of preferences selected by the viewer.

15. (Original) The method of claim 12 further comprising augmenting the viewer preferences based on the viewer's past selection of fast-forwarding or skipping through selected segments.

16. (Canceled).

17. (Currently amended) The method of claim ~~16~~ 11, wherein the executable instruction sets for generating an advertising segment comprise executable programming code for rendering into an animated video segment by a client processor.

18. (Currently amended) The method of claim ~~16~~ 11, further comprising displaying anon-screen query of optional replacement segments, and selecting the desired replacement segments in response to a command received from the viewer.

19. (Currently amended) The method of claim ~~16~~ 11, wherein the programming data is received from data encoded with television broadcast program, from an electronic programming guide or from an internet server.

20. (Currently amended) The method of claim ~~16~~ 11 wherein the data representing the selected replacement segments comprise geometry and texture data for use with the executable instruction sets for rendering into an animated video segment by a client processor.

21. (Currently amended) A method for enhancing a television broadcast program comprising:

(a) receiving the television broadcast program;

(b) receiving supplemental informational data comprising an executable instruction set from a first memory storage;

(c) rendering on a client processor supplemental animated video content images from the executable instruction set; ~~and~~

(d) synchronizing the starting time and ending time for display of the supplemental video content with a portion of the television program, wherein the supplemental video content is informationally related to the synchronized portion of the television program; and,

(e) displaying the television program with supplemental animated video content images displayed overlaying portions of the television program on a television display.

22. (Original) The method of claim 21, wherein the first memory storage resides in an internet server.

23. (Original) The method of claim 21, wherein the first memory storage resides in a personal computer proximate to the television display.

24. (Original) The method of claim 21 further comprising the steps of decoding resource data transmitted with said television program, examining said data to determine a URL encoded on said data, and retrieving the supplemental data from the first memory storage associated with the URL.

25. (Canceled).

26. (Original) The method of claim 21 further comprising selecting the supplemental data based on a viewer profile.

27. (Original) The method of claim 21 further comprising selecting the supplemental data in response to a command received from a viewer.

28. (Original) The method of claim 21, wherein the receiving supplemental data comprises a viewer selecting information of interest, and in response to the selection identifying a location for the memory storage storing the supplemental data, and sending a request for the information to be transmitted to the client processor.

29. (Previously presented) The method of claim 21 where in wherein the supplemental data further comprises a software applet and financial data for rendering a graphical display of the financial information.

30. (Previously presented) The method of claim 29 wherein the graphical display comprises an animated ticker tape of financial quotes, or a chart of historical financial quotes.

31. (Original) The method of claim 29 wherein the financial information comprises information associated with the content of the displayed television program.

32. (Original) The method of claim 29 wherein the financial information comprises information associated with a viewer.

33. (Original) The method of claim 32 wherein the financial data is obtained from an internet server from a content provider preferred or selected by the viewer.

34. (Original) The method of claim 33 wherein the content provider is a financial services company with whom the viewer has an investment account.

35. (Original) The method of claim 29 further comprising altering the graphical display in response to an input from a manual input device under control of a viewer.

36. (Original) The method of claim 21 wherein the memory storage contains financial data associated with the viewer.

37. (Currently amended) A system for displaying enhanced television broadcast programs comprising:

a multimedia controller having:

a television broadcast signal tuner receiver,

a communication port in communication with external sources of ~~supplemental content~~ replacement advertising data, the advertising data comprising executable instruction sets for rendering an animated video replacement advertising segment,

a first memory storage for storing ~~the~~ a television broadcast ~~signals~~ signal, the television broadcast signal comprising a television broadcast program and a television broadcast advertisement for display during a break in the television broadcast program,

a second memory storage for storing the ~~supplemental content~~ replacement advertising data, and

a processor capable of rendering ~~photo-realistic~~ the animated video ~~images~~ replacement advertising segment by executing the executable instruction sets in the ~~supplemental content~~ replacement advertising data and further capable of blocking the display of the television broadcast advertisement, such that the television broadcast advertisement is not displayed,

a video display monitor in communication with the multimedia controller, the video display monitor configured to display the television broadcast program and the animated video replacement advertising segment during a break in the television broadcast program; and

a manual input device in communication with the multimedia controller,

wherein the multimedia controller is further operative to determine whether the television broadcast program has resumed after the end of the television broadcast advertisement, to determine whether the replacement advertising segment has ended, and if the replacement advertising segment has not ended, to store the resumed television broadcast program on the first memory storage from a beginning point, and to display the resumed broadcast program from the beginning point.

38. (Original) The system of claim 37 further comprising a personal computer in communication with the multimedia controller.

39. (Original) The system of claim 37 further comprising a third memory storage for storing viewer profiles.

40. (Original) The system of claim 37 further comprising a fourth memory storage for storing television broadcast programs in digitized format for later recall and display.

41. (Canceled).

42. (Original) The system of claim 37 wherein the manual input device comprises a mouse, a joystick, a keyboard or a remote control.

43. (Original) The system of claim 42 wherein the remote control comprises a personal digital assistant having an infrared transceiver for communication with the multimedia controller, said personal digital assistant having a configurable display on a touch sensitive screen, said configurable display being configured to correspond to the active selections available to a user for a given images on the video display monitor.